

Comprehensions

Question #1

Ans: Word of mouth marketing experimental approach is discussed in the passage. In which promoting a new product through a friend circle.

Question #2

According to Walter Card, internet enhance effects of advertising and mix the social and economic factors together.

Question #3

Internet act as a catalyst on word of mouth marketing. Through internet people will be able to search a right product with its proper knowledge.

Question #4

According to Peter Kim, Microsoft send laptops loaded with its new windows vista software to influential bloggers in an effort to get them to write about it, the resulting online discussion ignored vista and focused on ethics of word of mouth marketing.

Question #5

Bad words are attached with product become the challenge for the marketers.

Synonyms

1) Burnish	Polish
2) Tacit	conformist
3) Banal	Degrade
4) Foment	Provoke
5) Abase	Lower
6) Quell	Repress
7) Explicit	Literal
8) Sanction	Prohibit
9) Penitent	Apologetic
10) wary	Careful